

### CLAIMS

Please amend the following claims:

1-4. (cancelled)

5. (currently amended) ~~A category management method comprising:~~

~~—— obtaining data from plural data sources including a consumer purchase tracking data set and a demographics data set;~~

~~—— analyzing said data sources to provide an integrated category management report;~~  
~~and~~

The method of claim 6 further including dynamically including or excluding further detailed information from said report depending on whether additional analysis results are available.

6. (currently amended) A category management method comprising:

obtaining data from plural data sources including a consumer purchase tracking data set and a demographics data set;

using automated analysis to analyze at least a portion of said obtained data sources; and

providing an integrated category management report based at least in part on said analysis, said integrated category management report being a targeted opportunity assessment and market analysis at least partially customized for the intended end user.

7. (currently amended) ~~A category management method comprising:~~

~~—— obtaining data from plural data sources including at least a consumer purchase tracking data set, a demographics data set and at least one planogram;~~

~~—— analyzing said data sources;~~

~~—— providing an integrated category management report based at least in part on said analysis; and~~ The method of claim 6 further including delivering said integrated category management report at least in part over a network.

8. (currently amended) The method of claim 7 wherein said integrated category management report includes interactive fields that can call up additional information.
9. (cancelled)
10. (currently amended) The method of claim 7 further including dynamically including or excluding further detailed information from said integrated category management report depending on whether additional analysis results are available.
11. (original) The method of claim 7 further including providing a score card that tracks said category management over time.
12. (original) The method of claim 7 wherein said network is the Internet.
13. (original) The method of claim 7 wherein said network is a local area network.
14. (cancelled)
15. (new) The method of claim 6 wherein said integrated category management report includes a pricing suggestion for at least one product.
16. (new) The method of claim 6 wherein said integrated category management report includes at least one suggestion for improving the sales of at least one product.
17. (new) The method of claim 6 wherein said integrated category management report includes at least one suggestion for improving the sales of a category of products.
18. (new) The method of claim 6 wherein said integrated category management report includes at least one report segment selected from the group consisting of consumer

assessment, category assessment, pricing analysis, promotion analysis, placement analysis, and product assortment analysis.

19. (new) The method of claim 6 wherein said data sources further include at least one planogram.

20. (new) The method of claim 6 wherein at least one of said data sets relates to cereal.